

THE DAY BOOK

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PEOPLE'S GOOD WILL.—"When any big corporation—the Surface Lines Co., for instance—can do anything to better service, and does it, it means another chunk of public approval grabbed off. And as many of said chunks as can be grabbed, the better it is for the corporation. It means gathering in the good will of the people. And the good will of the people is nothing to be trifled with.

Austinites have been complaining about the Madison street car jam out line. It has been a fright. Leonard Busby himself says that this jam-up is one of the rankest in the city.

A meeting between Busby and Austinites is planned for the near future, at which time some plan for betterment will be worked out. There is a chance for Busby to grab off a chunk of good will.

VACATIONS.—Wafts of spring-time oft remind us that a couple of weeks' vacation make a fellow or a girl about a hundred per cent peppier for their work when they get back. Plugging the year 'round without a loafing rest-up is nix. All of us need some sort of a change from our regular line-up. The person who really enjoys his or her work is always glad to get back from a vacation and plug in all the harder.

Big bosses, especially in big de-

partment stores, sometimes don't seem to realize this. Some of them do, however. The correct idea would be for all of the big stores to fall into line, give all their employees two weeks of loafing with pay, and then watch the pep that results.

Come on, don't be so blamed stingy. There is something in life besides working a fellow to death.

JUST A PARTY

"I was ashamed of my husband once in London," said Mrs. John W. Gates. "Among our tourist stunts was a visit to Madame Tussaud's waxworks. One of our friends asked us how we liked it, and my husband replied: 'Well, it impressed me as very much like any other English party.'" — Woman's Home Companion.

The safest place for a throne-room is a cyclone cellar.

STUFF TO LOSE SLEEP OVER



JAPANESE DO NOT SAY
NORTHEAST AND SOUTHWEST
BUT EAST-NORTH AND
WEST-SOUTH.